



MEDIA SERVICES PRODUCER I/II

Purpose:

To actively support and uphold the city's stated mission and values. To perform a variety of complex technical duties involved in the coordination, design, and implementation of multimedia/video productions and still photography relating to media and public relations; communications; marketing; special projects and events.

Distinguishing Characteristics:

Media Services Producer I – This is the entry-level class in the series. This class is distinguished from the Media Services Producer II by the performance of more routine tasks and duties including video duplication, satellite downlinks, government access channel automation programming, videotext programming, audio-visual equipment setup/strike, documenting meetings/presentations, basic multimedia/video productions, and maintaining master program libraries. Since this class is typically used as a training class, employees may have only limited directly related work experience.

Media Services Producer II – This is the full journey level class within the series. Employees within this class are distinguished from the Media Services Producer I by the performance of the full range of duties as assigned. These duties include: development, writing, and production of complex multimedia/video productions; still photography for publications and presentations; and preventative maintenance on audio-visual equipment. Employees at this level receive only occasional direction or assistance as new or unusual situations arise, and are fully aware of the operating procedures and policies of the work unit. Positions in this class are flexibly staffed requiring some evening, weekend, and holiday work; and are normally filled by advancement from the lower class of Media Services Producer I, or when filled from the outside, require prior professional media services experience. Appointment to the Media Services Producer II requires that the employee be satisfactorily performing the full range of duties at the journey level, and that the employee meets the minimum requirements.

Supervision Received and Exercised:

Receives direction from the Media Services Administrator or from other supervisory/ management staff.

Exercises functional supervision over freelance/contract employees.

Examples of Duties:

This class specification is intended to indicate the basic nature of positions allocated to the class and examples of typical duties that may be assigned. It does not imply that all positions within the class perform all of the duties listed, nor does it necessarily list all possible duties that may be assigned.

Duties may include, but are not limited to, the following:

- Develop, write, coordinate, and produce video productions and multimedia presentations for promotional, informational, and training purposes.
- Research, locate, and secure locations for project production including information regarding power consumption, traffic safety, and audio acoustics.
- Prioritize projects, coordinate casting, shooting schedules, and meeting deadlines; provide work direction to crew on studio and location productions.
- Assist the City Manager's Office, Community Relations Department, management staff, elected officials, civic organizations and citizens in the planning and execution of audio-visual support for city sponsored activities and events.
- Communicate with city employees, vendors, management, contractors, and public officials in order to produce, coordinate and direct live and videotaped programs and documentaries.
- Consult with city staff to determine audio-visual uses and needs; advise and recommend services and procedures.
- Transportation and setting up of equipment for studio and location production including unloading and loading heavy equipment.
- Operate a variety of analog and digital audio-visual equipment such as lighting instruments; microphones; mixers; video cameras; signal measurement processors; character generators and non-linear editors; etc.
- Educate, train, and advise city personnel on the operation and uses of presentation audio-visual equipment.
- Program and monitor automated system for the city's government access channel.
- Provide training, functional supervision, and assist in evaluating the work performance and work product of freelance/contract employees.

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- Provide still photography for city publications and presentations.
- Provide audio, photographic and video support for city sponsored activities and events.
- Perform minor preventive maintenance on audio-visual equipment as required.
- Research and evaluate current trends and new technology in video production and multimedia presentation; collect information, analyze data, and make recommendations for equipment acquisition.
- Perform related duties as assigned.

Experience and Training Guidelines:

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. The hiring department may include job related experience, training or license and certification preferences at the time of recruitment. A typical way to obtain the knowledge and abilities would be:

Experience:

Media Services Producer I

Two years of full-time, professional audio-visual, multimedia, and/or video production experience including proficiency with word processing, graphics and digital editing computer software programs.

Media Services Producer II

Three years of full-time, professional experience in audio-visual, multimedia, and video production including proficiency with still photography and with word processing, graphics and digital editing computer software programs.

Training:

Equivalent to a Bachelor's degree from an accredited college or university with major course work in multimedia, video / broadcast production or related field.

Licenses / Certifications:

Requires the possession of, or ability to obtain, an appropriate, valid Arizona driver's license.

This position is included in the City's classified service, pursuant to City of Tempe Personnel Rules and Regulations, Rule 1, Section 103.

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Job Code: 0770/0771

FLSA: Exempt